



WJLA
1100 Wilson Blvd. 8th Floor
Arlington, VA 22209

WJLA-TV/DT WASHINGTON, DC

Cross Roads Media
66 Canal Center Plaza,
Suite 555
Alexandria, VA 22314

Contract # 199572

Schedule Dates

10/31/12-11/05/12

Advertiser

American Crossroads (15918)

Agency/T-Code

Cross Roads Media (1246)/ELECTRONIC

Product

Political-Political (1088)

Brand

Est 1287 AC TV Add 10/31-11/5 (72936)

Salesperson

Monares, Barbara (1108)

Sales Office

WJLA - Core Team

Buyer Name

RAMSEY, NOELLE

Phone/Fax

/

CPE

Est 128710/31-11/5

Account Types

Local/Political Issue Agency

Billing Type

Standard

Comments

Est 1287 AC TV Add 10/31-11/5

10/25/12

10/25/12

Barbara Monares

No

CO-OP

Headline #

Demo

Normal

Package Deal

Commission %

15.00

Commission

\$47,595.00

Net Total

\$269,705.00

Sales Tax

WJLA Arlington (WJLA)

By Broadcast Month Spots

Nov. 2012 80

Grand Total: 80

Rate

\$317,300.00

\$317,300.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / SPOT	10/31/12-11/02/12	3	:30	6A- NEWS-GOOD MORNING WASHINGTON @6A				1	1	1			3	\$1,500.00	\$4,500.00	WJLA Arlington (WJLA)		10/25/12
2.0	Normal Line / SPOT	11/05/12-11/05/12	3	:30	6A- NEWS-GOOD MORNING WASHINGTON @6A	1	1							1	\$1,500.00	\$1,500.00	WJLA Arlington (WJLA)		10/25/12
3.0	Normal Line / SPOT	10/31/12-11/02/12	3	:30	6:59A- ABC-GOOD MORNING AMERICA				1	1	1			3	\$3,000.00	\$9,000.00	WJLA Arlington (WJLA)		10/25/12
4.0	Normal Line / SPOT	11/05/12-11/05/12	3	:30	6:59A- ABC-GOOD MORNING AMERICA	1	1							1	\$3,000.00	\$3,000.00	WJLA Arlington (WJLA)		10/25/12
5.0	Normal Line / SPOT	10/31/12-11/02/12	3	:30	4:30A- NEWS-GOOD MORNING WASHINGTON @430A				1	1	1			3	\$500.00	\$1,500.00	WJLA Arlington (WJLA)		10/25/12
6.0	Normal Line / SPOT	11/05/12-11/05/12	3	:30	4:30A- NEWS-GOOD MORNING WASHINGTON @430A	1	1							1	\$500.00	\$500.00	WJLA Arlington (WJLA)		10/25/12
7.0	Normal Line / SPOT	11/04/12-11/04/12	3	:30	7:58A- ABC-GOOD MORNING AMERICA SUN							1		1	\$1,500.00	\$1,500.00	WJLA Arlington (WJLA)		10/25/12
8.0	Normal Line / SPOT	10/31/12-11/02/12	3	:30	9A- LIVE!				2	2	2			6	\$2,500.00	\$15,000.00	WJLA Arlington (WJLA)		10/25/12
9.0	Normal Line / SPOT	11/05/12-11/05/12	3	:30	9A- LIVE!	2	2							2	\$2,500.00	\$5,000.00	WJLA Arlington (WJLA)		10/25/12

CONFIRMATION CONTRACT

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Last Modified

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Entered By

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Grand Total: 80 \$317,300.00

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10.0	Normal Line / SPOT	10/31/12-11/02/12	3	:30	10A- RACHAEL RAY				1	1	1			3	\$1,800.00	\$5,400.00	WJLA Arlington (WJLA)		10/25/12
11.0	Normal Line / SPOT	11/05/12-11/05/12	3	:30	10A- RACHAEL RAY		1							1	\$1,800.00	\$1,800.00	WJLA Arlington (WJLA)		10/25/12
12.0	Normal Line / SPOT	10/31/12-11/02/12	3	:30	10:58A- ABC-THE VIEW				1	1	1			3	\$3,000.00	\$9,000.00	WJLA Arlington (WJLA)		10/25/12
13.0	Normal Line / SPOT	11/05/12-11/05/12	3	:30	10:58A- ABC-THE VIEW		1							1	\$3,000.00	\$3,000.00	WJLA Arlington (WJLA)		10/25/12
14.0	Normal Line / SPOT	10/31/12-11/02/12	3	:30	11:59A- NEWS-ABC 7 NEWS @ NOON				1	1	1			3	\$2,500.00	\$7,500.00	WJLA Arlington (WJLA)		10/25/12
15.0	Normal Line / SPOT	11/05/12-11/05/12	3	:30	11:59A- NEWS-ABC 7 NEWS @ NOON		1							1	\$2,500.00	\$2,500.00	WJLA Arlington (WJLA)		10/25/12
16.0	Normal Line / SPOT	10/31/12-11/02/12	3	:30	12:30P- WHO WANTS TO BE A MILLIONAIRE (R)				1	1	1			3	\$2,000.00	\$6,000.00	WJLA Arlington (WJLA)		10/25/12
17.0	Normal Line / SPOT	11/05/12-11/05/12	3	:30	12:30P- WHO WANTS TO BE A MILLIONAIRE (R)		1							1	\$2,000.00	\$2,000.00	WJLA Arlington (WJLA)		10/25/12
18.0	Normal Line / SPOT	10/31/12-11/02/12	3	:30	12:57P- ABC-THE CHEW				1	1	1			3	\$1,800.00	\$5,400.00	WJLA Arlington (WJLA)		10/25/12
19.0	Normal Line / SPOT	11/05/12-11/05/12	3	:30	12:57P- ABC-THE CHEW		1							1	\$1,800.00	\$1,800.00	WJLA Arlington (WJLA)		10/25/12
20.0	Normal Line / SPOT	10/31/12-11/02/12	3	:30	2P- ABC-GENERAL HOSPITAL				1	1	1			3	\$2,000.00	\$6,000.00	WJLA Arlington (WJLA)		10/25/12

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21.0	Normal Line / SPOT	11/05/12-11/05/12	3	:30	2P-ABC-GENERAL HOSPITAL	1	1							1	\$2,000.00	\$2,000.00	WJLA Arlington (WJLA)		10/25/12
22.0	Normal Line / SPOT	10/31/12-11/02/12	3	:30	3:01P-ANDERSON COOPER SHOW				1	1	1			3	\$1,800.00	\$5,400.00	WJLA Arlington (WJLA)		10/25/12
23.0	Normal Line / SPOT	10/31/12-11/02/12	3	:30	3:58P-KATIE COURIC				1	1	1			3	\$2,000.00	\$6,000.00	WJLA Arlington (WJLA)		10/25/12
24.0	Normal Line / SPOT	11/05/12-11/05/12	3	:30	3:58P-KATIE COURIC	1	1							1	\$2,000.00	\$2,000.00	WJLA Arlington (WJLA)		10/25/12
25.0	Normal Line / SPOT	10/31/12-11/02/12	3	:30	4:58P-NEWS-ABC 7 NEWS @ 5P				1	1	1			3	\$2,500.00	\$7,500.00	WJLA Arlington (WJLA)		10/25/12
26.0	Normal Line / SPOT	11/05/12-11/05/12	3	:30	4:58P-NEWS-ABC 7 NEWS @ 5P	1	1							1	\$2,500.00	\$2,500.00	WJLA Arlington (WJLA)		10/25/12
27.0	Normal Line / SPOT	10/31/12-11/02/12	3	:30	5:59P-NEWS-ABC 7 NEWS @ 6P				1	1	1			3	\$3,500.00	\$10,500.00	WJLA Arlington (WJLA)		10/25/12
28.0	Normal Line / SPOT	11/05/12-11/05/12	3	:30	5:59P-NEWS-ABC 7 NEWS @ 6P	1	1							1	\$3,500.00	\$3,500.00	WJLA Arlington (WJLA)		10/25/12
29.0	Normal Line / SPOT	10/31/12-11/02/12	3	:30	6:57P-7P (EST)				1	1	1			3	\$10,000.00	\$30,000.00	WJLA Arlington (WJLA)	WORLD NEWS ADJ.	10/25/12
30.0	Normal Line / SPOT	11/05/12-11/05/12	3	:30	6:57P-7P (EST)	1	1							1	\$10,000.00	\$10,000.00	WJLA Arlington (WJLA)	WORLD NEWS ADJ.	10/25/12
31.0	Normal Line / SPOT	11/04/12-11/04/12	3	:30	6:30P-NEWS-ABC 7 NEWS @ 630P								1	1	\$3,000.00	\$3,000.00	WJLA Arlington (WJLA)		10/25/12

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32.0	Normal Line / SPOT	10/31/12-10/31/12	3	:30	6:58P- WHEEL OF FORTUNE	1			1					1	\$20,000.00	\$20,000.00	WJLA Arlington (WJLA)		10/25/12
33.0	Normal Line / SPOT	11/02/12-11/02/12	3	:30	6:58P- WHEEL OF FORTUNE	1				1				1	\$20,000.00	\$20,000.00	WJLA Arlington (WJLA)		10/25/12
34.0	Normal Line / SPOT	11/05/12-11/05/12	3	:30	6:58P- WHEEL OF FORTUNE	1	1							1	\$20,000.00	\$20,000.00	WJLA Arlington (WJLA)		10/25/12
35.0	Normal Line / SPOT	10/31/12-10/31/12	3	:30	7:27P- JEOPARDY	1			1					1	\$20,000.00	\$20,000.00	WJLA Arlington (WJLA)		10/25/12
36.0	Normal Line / SPOT	11/05/12-11/05/12	3	:30	7:27P- JEOPARDY	1				1				1	\$20,000.00	\$20,000.00	WJLA Arlington (WJLA)		10/25/12
37.0	Normal Line / SPOT	10/31/12-11/02/12	3	:30	20938- NEWS-ABC 7 NEWS @ 11P	1			1	1	1			3	\$5,000.00	\$15,000.00	WJLA Arlington (WJLA)		10/25/12
38.0	Normal Line / SPOT	11/05/12-11/05/12	3	:30	20938- NEWS-ABC 7 NEWS @ 11P	1								1	\$5,000.00	\$5,000.00	WJLA Arlington (WJLA)		10/25/12
39.0	Normal Line / SPOT	10/31/12-11/02/12	3	:30	49886- ABC-ABC NIGHTLINE	1			1	1	1			3	\$4,000.00	\$12,000.00	WJLA Arlington (WJLA)		10/25/12
40.0	Normal Line / SPOT	11/05/12-11/05/12	3	:30	49886- ABC-ABC NIGHTLINE	1								1	\$4,000.00	\$4,000.00	WJLA Arlington (WJLA)		10/25/12
41.0	Normal Line / SPOT	11/03/12-11/03/12	3	:30	11:29P- NEWS-ABC 7 NEWS @ 11P	1						1		1	\$3,000.00	\$3,000.00	WJLA Arlington (WJLA)		10/25/12
42.0	Normal Line / SPOT	11/04/12-11/04/12	3	:30	11P- NEWS-ABC 7 NEWS @ 11P	1							1	1	\$4,000.00	\$4,000.00	WJLA Arlington (WJLA)		10/25/12

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